

PRIVACY POLICY FOR ALUMNI, DONORS AND OTHER INDIVIDUALS AND ORGANISATIONS WITH LINKS TO THE UNIVERSITY

Bath Spa University's Development and Alumni Relations Office ("DARO") is committed to making sure that our communications with you are secure, considered and welcome. We take the privacy and data security of our alumni, donors and other individuals and organisations with links to the University seriously. We promise to respect any personal data you share with us, keep it safe and not do anything you would not reasonably expect.

The purpose of this policy is to give you a clear explanation about how DARO collects and uses the personal information we hold. This policy was updated in January 2018 to ensure transparency is at the core of what we do; regular reviews will take place.

All personal data is held and processed in accordance with the Data Protection Act 1998, as amended.

This Privacy Policy is in addition to the University's Data Protection Policy. This policy describes how DARO collects, manages and uses personal information collected about individuals and organisations on our database.

WHO WE ARE AND WHAT WE DO

DARO keeps all our stakeholders connected to Bath Spa University and each other. Our aim is to ensure all of our activities contribute towards the advancement of the University and to enhance Bath Spa's reputation by cultivating long term relationships.

We send updates with the latest news about the University (SPA Magazine and regular e-newsletters) and in addition provide:

- a range of academic, social and networking events
- ongoing academic and professional services (e.g. Library and Careers Services)
- opportunities to enable you to:
 - keep in touch with your classmates and the University
 - access mentoring partnerships and other voluntary activities through the Bath Spa Links platform (provided by Vine-Up)
 - support current students - financially or through providing career mentoring, giving guest lectures or by providing placement opportunities

Collecting your information helps to inform our alumni relations and fundraising programmes, allows us to provide a better service to our alumni, and enables us to support the University.

DARO also holds education details of former students. Graduation information is published each year in the degree congregation programmes and is therefore considered to be in the public domain.

WHAT INFORMATION WE COLLECT

Personal information may include:

- biographical information consisting of your student number, name, date of birth, title, gender and nationality

- contact details including postal addresses, e-mail addresses, telephone numbers, web addresses and social media links, family, spouse and partner details
- education history from your time at Bath Spa University and from other institutions you have attended
- information about your time at the University (e.g. clubs and societies, prizes, scholarships, halls of residence)
- employment details, income, employment history, professional activities and biographies
- relationships to other stakeholders (family, alumni, academic contacts)
- current interests, activities and affiliations
- donation history and wealth assessment information
- responses to fundraising appeals and proposals
- Gift Aid status, where applicable (as required by HMRC)
- the information you have publicly shared on social media, including services such as LinkedIn, Facebook, Twitter and Instagram
- media articles about you
- records of communications sent to you by DARO or received from you
- your communication preferences
- records of your volunteering with or on behalf of the University
- records of your attendance at University and DARO events
- notes of meetings that you have had with University staff
- bank details (bank name, account number, account name and sort code) for current regular donors.
- details of professionals acting for individuals (e.g. solicitors)
- Please note that we **do not** collect or store:
 - credit/debit card details
 - 'sensitive' information, such as racial/ethnic origin, political beliefs, religious/similar beliefs, Trade Union membership; physical/mental health condition, sexual orientation/activities; commission or alleged commission of an offence and any proceedings such as a court sentence - sensitive personal data (e.g. relating to physical disabilities) will only be held if it has been provided by you for a specific purpose (e.g. event planning).
- Any personal data stored in our database is held on a secure pci-/dss compliant (see www.pcisecuritystandards.org/pci_security for details) database, with access restricted to authorised personnel only.

HOW WE COLLECT INFORMATION

- All student names, degree-related information and contact details are copied from Bath Spa University's student database and used to create a record on the DARO database.
- We update our records when you enquire about our services, register for events or volunteering opportunities, make a donation, complete an "update form" or provide us with other information. As such, most of the information that we hold will have been obtained directly from you.
- We may also receive information about you from external service providers or from a friend who wants us to tell you about our activities. We use service providers to

gather information from publicly available sources, such as the Post Office's National Change of Address database, to keep contact details up to date and accurate.

- Internally, we will also gather other information that is published publicly, such as employment and links to organisations, and append it to your record. Depending on your privacy settings and interaction with us on social media sites like LinkedIn, Facebook, Twitter and Instagram, we may also cross-check your data to ensure that it is robust and up to date.
- Some information may also have been obtained from publicly available sources (such as those listed below). We use targeted internet searches and sources of public data, where relevant, in order to maintain the accuracy of the information listed above, to undertake due diligence, and for fundraising purposes:
 - Companies House and other business-related resources (free and subscription) for UK and overseas companies
 - Company websites
 - Charity Commission and other internet sources for UK non-profits
 - National Change of Address Service
 - The electoral roll
 - LinkedIn
 - Property websites
 - Queen's Honours Lists
 - Lists of wealthy individuals and influencers such as the Sunday Times Rich List, Forbes Magazine international rich lists, Woman's Hour Power List

We will be happy to supply a list of our subscription resources on request.

HOW WE PROCESS THE INFORMATION

- We use your data to keep you informed about the University and to provide opportunities for you to continue to be involved in the life and activities of the University. This includes providing you with services you have requested, for administration purposes and to further our charitable and educational aims, including fundraising, volunteering, event invitations and newsletters.
- We will communicate with you only in the ways that adhere to your chosen communication preferences, whether by email, post, telephone or face to face. To ensure that our communications are relevant to you and your interests, we may segment our communications based on demographic, geographical and education information.
- Digital tools may be used to monitor and improve our communications, such as tracking when an email we send is opened and how many links are clicked within the message. We may use this information to personalise the way our websites and emails are presented to you and improve the content of our communications. We also track website visits and use analytical tools, such as Google Analytics, to use this information to improve our website.
- For the purpose of fundraising and to help us better understand your interests, preferences and the type and level of donation you may be interested in giving, we may use additional information, such as measures of affluence and interest in charitable causes, where available from external sources. This allows us to make appropriate requests to our supporters and prospective supporters, helping us raise more money, cost effectively, and respectfully.
- Where necessary, we will undertake due diligence for potential donors in line with the University's Ethical Fundraising Policy and Donors' Charter.

DISCLOSING INFORMATION TO SERVICE PROVIDERS

- Bath Spa University does not disclose data to external organisations other than those acting as agents for the University and with whom the University has data sharing agreements. We always make sure the data is exchanged in a secure manner and that it is not used for the purposes other than those agreed by the University. We never sell or exchange any of your personal information to a third party.
- Examples of external providers whose services we may use:
 - email services to send emails and newsletters
 - mailing house to send out postal letters and magazines
 - Charities Aid Foundation (CAF) and Blackbaud Merchant Services to process Direct Debits
 - companies to screen names and addresses to help keep addresses up to date, provide demographic and publicly available updates of addresses and to check data against preference services, such as TPS and MPS
 - companies to conduct wealth screening.
- We may also need to disclose your information if required by law (for example, to government bodies and law enforcement agencies).
- We will not share your details with any individuals looking to contact you, in a personal or professional capacity. All correspondence will be conducted through us unless you give us explicit permission to share your contact details.

YOUR RIGHTS

- You may opt out of receiving our communications, change the way we communicate with you or change the type of communications you receive at any time. Simply contact us via email darobathspa.ac.uk or write to us: Development and Alumni Relations Office, Bath Spa University, Newton St Loe, Bath BA2 9BN..
- You have a right to request copies of the information that we hold about you and to ask us to stop processing your personal data. We will, however, need to keep a brief record of your constituent ID, name, date of birth and education to ensure that your data is not used for further processing.

CHANGES TO DATA PROTECTION

- We may amend this Privacy Policy from time to time. Any significant changes to this Policy or to the way we treat your data will be communicated via the University website or by contacting you directly.
- If you are concerned about how your information is used, please continue to check this page periodically.
- If your personal details change, please help us to keep your information up to date by updating your details online or notifying us via email.